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<p>1. Name of conveying party(ies):</p> <p align="center">JUHNYOUNG LEE</p> <p>Additional name(s) of conveying party(ies) attached? <u> </u> Yes <u> X </u> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: International Business Machines Corporation Address: New Orchard Road Armonk, NY 10504</p> <p>Additional name(s) & addresses attached? <u> </u> Yes <u> X </u> No</p>
<p>3. Nature of conveyance:</p> <p align="center"><u> X </u> Assignment</p> <p>Execution Date(s): <u>September 28, 2000</u></p>	<p>4. Patent Application number(s)</p> <p align="center">/</p> <p>Execution Date(s): <u>September 28, 2000</u></p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: LOUIS J. PERCELLO Address: IBM Corporation Intellectual Property Law P.O. Box 218 Yorktown Heights, NY 10598</p>	<p>6. Total number of applications involved: <u> 1 </u></p> <p>7. Total fee (37 CFR 3.41): \$40.00</p> <p><u> X </u> Charge to Deposit Account No.: <u>09-0468</u></p>

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8. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of original document.

LOUIS J. PERCELLO (Reg. No. 33,206)
Name of Person Signing

Lou J. Perello
Signature

9/28/00
Date

Total Number of pages including cover sheet, attachments, and document: 2

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Express Label EL600330754US
Date of Deposit: Sept. 28, 2000

Assignment

Whereas, we

INVENTOR
AND CITY

(1) Juhnyoung Lee
County of Westchester

of Yorktown Heights
and State of New York

TITLE

have invented certain improvements in
BUSINESS METHOD AND USER INTERFACE FOR PRESENTING BUSINESS
ANALYSIS INFORMATION SIDE-BY-SIDE WITH PRODUCT PAGES OF AN
ONLINE STORE

DATES THAT
INVENTORS

and executed, respectively, a United States patent application therefor on
(1) 9/28, 2000

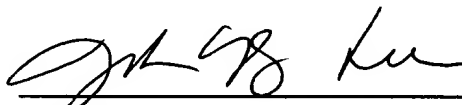
SIGNED THE
DECLARATION

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said applications to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

CITY AND
DATE

(1) at Yorktown Hts, NY
on 9/28, 2000,



SIGNATURE

Juhnyoung Lee
FIRST NAME MIDDLE INITIAL LAST NAME

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Date of Deposit: Sept. 28, 2000